


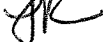


Department of Library and Community Services
Interoffice Memorandum

February 11, 2014

TO: Vice Mayor Davis, Councilmembers Martin-Milius and Hendricks

THROUGH: Robert Walker, Interim City Manager 

FROM: Lisa G. Rosenblum, Director of Library and Community Services 

SUBJECT: Community Events Grant Distribution Subcommittee

The primary role of the Community Events Grant Distribution Subcommittee is to review annual applications, for both Community Event and Neighborhood grant funding, and make related recommendations to the full Council. This standing committee may also make recommendations regarding other Council policies related to this program. The attachments to this memo are provided to assist the subcommittee in their discussions, and include the following:

Attachment A: *Proposed Timeline for the FY 2014/15 Grant Application process.*

Attachment B: *Community Events Grant Program Eligibility Criteria.*

Attachment C: *Community Events Grant Program Evaluation Criteria.*

Attachment D: *Community Events Grant Application.*

Attachment E: *Neighborhood Grant Program Guidelines.*

Attachment F: *Neighborhood Grant Program Application.*

As a reminder, this subcommittee is subject to Brown Act noticing requirements. Staff will need advance notice of Grant Subcommittee meetings to allow for the required publication of meeting agendas. A member of the Library and Community Services Department will attend meetings and record action minutes. Any additional requests for staff support should be directed to the City Manager.

cc: Kathleen Franco Simmons, City Clerk

**Community Events & Neighborhood Grant Programs
Proposed Timeline for FY 2014/15**

Date	Action
Jan 2014	City Council confirms Grant Subcommittee members.
Feb 2014	Subcommittee reviews program materials and, if necessary, prepares program recommendations to present to full City Council.
Mar 3, 2014	Grant application period opens.
May 16, 2014	Grant application period closes.
May 22, 2014	Grant Subcommittee receives application review packets.
May/Jun 2014	Grant Subcommittee meets to discuss applications and make funding recommendations.
June 2014	Council approves FY 2014/15 Budget.
July 2014	Subcommittee presents grant funding recommendations to Council.
July 2014	Staff notifies grant applicants regarding Council action.

Community Events Grant Program

Eligibility Criteria

As approved by RTC 01-239, September 25, 2001, items 1–15; and RTC 09-194, July 28, 2009, items 16 and 17.

1. The group has completed the application process, and the application has been determined to be accurate and complete.
2. Admission to the event is free and open to the public. (For clarification, if the event is targeted to a particular neighborhood, but it is open to anyone, this is considered open to the public.)
3. The event must be held within City limits.
4. The grant recipient will attempt to expend all grant funding within City limits.
5. Grants will not be given to individuals.
6. Applicants must be able to submit a budget proposal, including an estimate of City services required.
7. Applicants must identify whether or not the event is a fundraiser. *Fundraiser events are not eligible for grant funding. A “fundraiser” is defined as any event that solicits funds from attendees either through direct ticket sales or asking for a donation. Furthermore, any subcommittee or sub-organization of the sponsoring organization is barred from asking for funds in the form of raffle tickets, silent auction bids or items of similar intent (italicized portion approved by Council during Council Discussion on March 29, 2011).*
8. Organizations must be non-profit or not-for-profit.
9. The applicant must agree to use the funds for the event only.
10. The applicant must agree to submit an evaluation form after the event. The evaluation form is a quality-control mechanism to determine whether goals were met, such as attendance, and the actual amount of funding spent.
11. The applicant must obtain required permits, clearances, insurance, and event authorization in a timely manner.
12. Organizations must acknowledge the support of the City of Sunnyvale where appropriate.
13. The applicant must identify other co-sponsors of the event. All co-sponsors must be approved by the City. This criterion enables the City to consider

the extent to which the organizations or their missions are consistent with the City's policy positions.

14. Funds will not be granted for a religious purpose, including for the promotion of any sect, church, creed, or sectarian organization, nor to conduct any religious service or ceremony. Funds can be granted to religious organizations as long as the funds are not used for a religious purpose. This eligibility criterion, which is consistent with criteria utilized by the cities of San Jose and Milpitas, is an attempt to preserve separation of church and state while still allowing religious organizations to be eligible for grant funds.
15. Community events that are a collaborative effort between the City and outside groups are eligible to apply for grant funding. However, grant funds can only be used to defray expenses incurred by the outside group(s) rather than the City. This criterion would avoid penalizing groups for partnering with the City by enabling them to apply for grant funding only for their portion of budgeted expenses.
16. Funding will not be provided for ongoing athletic leagues and competitions, but will be considered for one-time special athletic events.
17. City funds shall not be provided for events focused on private interests or political purposes.

Community Events Grant Program

Evaluation Criteria

As approved by RTC 09-194, July 28, 2009.

Purpose

- A. The event enhances the ability of the City to achieve its policy goals of “encouraging celebrations of community and (events) which focus on the character, diversity and quality of Sunnyvale” and “special events which provide vitality and identity to the community.”

Sponsoring Organization

- B. The sponsoring organization(s) must meet the eligibility standards to receive funding.
- C. The sponsoring organization(s) must demonstrate the ability to produce a well-planned, safe event.
- D. The sponsoring organization(s) must demonstrate strong financial management and effective management controls, including cost-effectiveness.
- E. The review team will consider the financial and budgetary capabilities of the sponsoring organization(s), the extent to which City funds will be leveraged with other funding sources, and the need for City funding. City community event grant funding will represent no more than 40 percent of the total event budget, including the value of in-kind goods and services but excluding the value of volunteer time.

Priority Considerations

- F. The City will give preference to events of a citywide nature expected, or demonstrating an ability, to draw a crowd of at least 500.
- G. Higher priority will be given to encourage new events as well as support existing events that have been successful in the past, subject to the other grant criteria.
- H. Events must demonstrate a variety of promotional and marketing strategies to engage a wide audience and welcome the general public.

Community Events Grant Funding Application

City of Sunnyvale



Fiscal Year 2014/15

Application Deadline: Friday, May 16, 2014

Important note: applications are being accepted, pending Council's budgetary approval.

Directions: You may either 1) Print this application and complete the hard copy, or 2) Type your responses electronically and print for submission. Please answer all questions completely, including as much detail as possible. Grant decisions are based upon a competitive review process; this application and any attachments are intended to be the primary subject of evaluating your grant proposal. Applicants will be notified of award decisions in July 2014.

Applications may be submitted by mail, email, fax or in person. Mail or drop-off to: Community Services Division, located at the Sunnyvale Senior Center, 550 E. Remington Drive, Sunnyvale, CA 94087. Fax (408) 737-4965 or Email: ncs@sunnyvale.ca.gov. For more information, call (408) 730-7599, TDD (408) 730-7501, or visit us online at EventGrants.inSunnyvale.com.

Event Name: _____

Date(s)/Time(s) of Event: _____

Sponsoring Organization(s): _____

Authorized Representative Information:

Name: _____
Title: _____
Organization: _____
Phone(wk/cell): _____
Email: _____
Mailing Address: _____

Event Details:

1. Please describe your event (you may attach additional details or supporting documentation).

2. Have you held this event before? If so, when and where?

3. How does your event encourage a celebration of community, including the character, diversity and quality of Sunnyvale? How does it provide vitality and identity to the community?

4. Is your event a fundraiser? Please note: Fundraiser events are not eligible for grant funding. A “fundraiser” is defined as any event that solicits funds from attendees either through direct ticket sales or asking for a donation. Furthermore, any subcommittee or sub-organization of the sponsoring organization is barred from asking for funds in the form of raffle tickets, silent auction bids or items of similar intent.

5. What steps are you taking to ensure a well-planned, safe event?

Marketing & Promotion:

6. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, to whom?

7. How many people do you expect to attend your event? How did you arrive at this estimate?

8. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Also, indicate if you wish to incorporate the City's local access channel, KSUN 15 in your advertising. Please attach additional sheets as needed to fully describe your marketing plan.

Organization Information:

9. Please describe your organization's mission and goals, as well as information about your membership and total organizational budget, if applicable (feel free to attach literature about your organization). Please attach your organization's most recent financial statements if available.

Event Budget:

10. Please describe what kind of controls you have in place to ensure that your event will be planned cost-effectively, with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?
11. Please attach a detailed budget for your event including:
- Total Expenses
 - Anticipated Revenue (if applicable)
 - Net Cost (Total Expenses less Anticipated Revenue)
 - Volunteer Assistance (1 - list volunteer roles/tasks AND the number of hours anticipated; 2 - multiply volunteer hours by \$24.75, the California volunteer rate per *IndependentSector.org*)
 - Any expenses you expect to be donated / in-kind (include an estimated dollar value of each donated / in-kind expense in your budget)
 - Funding amount being requested from City of Sunnyvale (cannot exceed 40% of Total Expenses, including the value of in-kind/donated services but excluding the value of volunteer time).
12. How will you obtain the remaining funding for your event? Why are you requesting grant funding from the City?
13. Please explain how your organization intends to operate this event in future years without grant assistance from the city. Your explanation should include a goal of sustainability and independence from grant funds within four years or less. Attach additional sheets if needed.

Thank you for your interest in the Community Events Grant!



City of Sunnyvale Neighborhood Grant Program

Grant Guidelines & Eligibility Requirements

Thank you for your interest in the Neighborhood Grant Program. Applications for Fiscal Year 2014/15 Neighborhood Grants are due by **Friday, May 16, 2014**.

Important note: applications are being accepted, pending Council's budgetary approval.

Mission of the Neighborhood Grant Program

Grant funds are the City's investment in strengthening neighborhood groups, improving the quality of life in local communities, and encouraging neighborhood groups or associations to become increasingly self-reliant. The mission of the Neighborhood Grant Program is to:

- Build community engagement in Sunnyvale;
- Help residents develop a sense of pride and ownership in their neighborhoods; and
- Continue to develop collaborative partnerships between Sunnyvale's neighborhoods and City Hall.

Neighborhood Grant Program funding, if any, will be determined by City Council during the adoption of the FY 2014/15 Budget. If Council approves the funding, each neighborhood group is eligible to apply for and receive a grant of up to \$1,000.

Project Eligibility

To be eligible to be considered for a Neighborhood Grant, the following criteria must be met:

- Applicants must be representatives of a neighborhood group. Preference is given to neighborhood associations, mobile home associations, and neighborhood groups that are interested in becoming a neighborhood association and joining the City's Neighborhood Registry.
- Projects must be neighborhood-focused, initiated and supported by residents living in the neighborhood. Projects must benefit the neighborhood.
- Projects must focus on one or more of the following areas:
 - a. Increasing communication among neighbors;
 - b. Building bridges between cultural groups (including: ethnicity, age, socio-economic, etc.);
 - c. Improving the physical condition of the neighborhood; or
 - d. Enhancing neighborhood pride and identity.
- Projects must not be political in nature, including, but not limited to the support of a proposed initiative, ballot measure or candidate.
- Projects must begin after grant approval notification in July 2014 and be completed no later June 1, 2015.
- Applicants must submit a completed and signed Neighborhood Grant Application by the posted application deadline.

Criteria

Grant applications will be evaluated on the criteria listed below:

- Is the project realistic within the given timeframe?
- Does the project focus on one or more of the following **four** areas?
 - Increasing communication among neighbors
 - Building bridges between different cultural groups
 - Improving the physical condition of the neighborhood
 - Enhancing neighborhood pride and identity
- Is the project well developed (clear project description, detailed project plan, adequate resources allocated, community need addressed)?
- Is the project an appropriate use of City funds?
- Will the project strengthen the neighborhood group and foster self-reliance?
- How many residents will benefit from the project?
- Will the completed project have any negative impact on residents, businesses, the City, or bordering neighborhoods?
- Is there adequate neighborhood support (resident participation, volunteer time, resources, etc.) for this project?

Application Process

To apply for a grant, complete the attached application and submit to the following address by **Friday, May 16, 2014**:

Attention: Community Services Division
City of Sunnyvale
550 E. Remington Drive
Sunnyvale, CA 94087

Or Email: ncs@sunnyvale.ca.gov

Or Fax: (408) 737-4965

Creative ideas for neighborhood projects are encouraged! Projects that have worked well in other cities include (but are not limited to): youth programs, volunteer projects, seed money for neighborhood special events that encourage neighbors to get to know each other, or neighborhood association fund raising activities/events.

A Council subcommittee will read and review each application. Final funding decisions will be made in July 2014 by a vote of the full City Council. Each applicant will be notified of the result of the evaluation of their proposal. The Council subcommittee may choose to contact the applicant for more information or clarification regarding the details of the application.

The Neighborhood Grant is reimbursable; meaning that any approved funds must first be spent by the grantee and receipts/invoices showing payment submitted to the City of Sunnyvale within 30 days of the project/event conclusion, or June 12, 2015, whichever comes first. Upon review of eligible receipts/invoices, the City will send a reimbursement to the grantee.

Neighborhood groups must complete their projects/events by June 1, 2015. A final report describing the project and use of funds is due to the City within 30 days of the project/event conclusion and no later than June 12, 2015.

For more information, please contact the Program Coordinator, at (408) 730-7599 or visit Neighborhoods.inSunnyvale.com.



City of Sunnyvale Neighborhood Grant Program

Application for FY 2014/15
(Please print or type)

Office Use Only

Date Received: _____

Application

Completed: _____

Deadline for Applications: Friday, May 16, 2014

Important note: applications are being accepted, pending Council's budgetary approval.

Applications may be submitted by mail, email, fax or in person. Submit completed application (including all project team signatures) to: Community Services Division, located at the Sunnyvale Senior Center, 550 E. Remington Drive, Sunnyvale, CA 94087. Email: ncs@sunnyvale.ca.gov or Fax (408) 737-4965. For questions, please call (408) 730-7599.

Date: _____

Name of Neighborhood Group or Association: _____

Name of Proposed Project: _____

Grant Amount Requested from the City of Sunnyvale: \$ _____
(Maximum grant amount is \$1,000)

Neighborhood Group/Association Background:

1. When was your neighborhood group or association formed and why? What are the geographic boundaries of your group? How many households are included?
2. Describe your neighborhood group's activities and the resources that support those activities. If yours is a formal association, what is the annual budget? How do you raise funds?

Project Description:

3. Briefly describe your proposed project. **How will it benefit the residents in your neighborhood and/or your neighborhood association?** What will the project “look like” when it is completed?

4. How did you choose this project? Describe the outreach you have done to generate awareness in your neighborhood and support for this project. How many neighbors support this project, and how did you determine that number?

Project Plan:

5. Using the chart below, list the specific activities needed to carry out your project, including an estimated date of completion for each activity. (All projects must be completed by June 1, 2015).

Activity	Person(s) Responsible	Completion Date (mo/yr)
<i>Example:</i> Create flyers/email for advertising National Night Out Celebration	Jane Smith	08/14
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		

6. Describe how your project focuses on one or more of the following areas:
 - Increasing communication among neighbors
 - Building bridges between cultures
 - Improving the physical condition of the neighborhood
 - Enhancing neighborhood pride and identity

7. How will you determine the completed project has been successful?

8. What resources will your neighborhood group contribute to support the project (i.e. number of volunteer hours, donated materials if any, etc.)?

9. Please explain how your organization intends to operate this event in future years without grant assistance from the city. Your explanation should include a goal of sustainability and independence from grant funds within four years or less. Attach additional sheets if needed.

Project Team:

While you may have many community members working on this project, project team leads will be critical to the project's success.

Please note that each member of the project team will need to sign the application acknowledging their commitment to the success of this project.

Project Leader - The Project Leader serves as the primary point of contact for the grant application process. The Project Leader also has fiduciary responsibilities and is responsible for submitting a final project report to the City. The final report, including eligible receipts and invoices showing payment is due within 30 days of project/event conclusion and no later than June 12, 2015.

Project Leader Name: _____

Address: _____

Phone Number: () _____ E-Mail: _____

Signature: _____ Date _____

Treasurer - The treasurer tracks expenses, files receipts, oversees the budget and submits a final financial report to the City. Note: The City of Sunnyvale reserves the right to audit grant award funds.

Treasurer Name: _____

Address: _____

Phone Number: () _____ E-Mail: _____

Signature: _____ Date _____

Other Project Team Members -- List additional neighborhood residents who will work on this project. What will their responsibilities be? (Examples of responsibilities might include; coordinating volunteers, outreach to residents, etc.)

Name: _____

Address: _____

Phone Number: () _____ E-Mail: _____

Responsibilities: _____

Signature: _____ Date _____

Name: _____

Address: _____

Phone Number: () _____ E-Mail: _____

Responsibilities: _____

Signature: _____ Date _____

City of Sunnyvale
Neighborhood Grant Program
2014/15 Project Budget Form

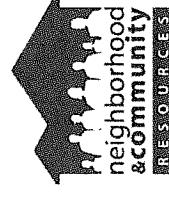
Please list the project's expenses using the form below. All expense-related activities listed on your application must be included in your budget form. **Note: This is a reimbursement grant. All eligible receipts and invoices showing payment must be submitted for reimbursement within 30 days of project/event conclusion and no later than June 12, 2015.**

Project Expenses

Activity	Estimated Costs	Actual Costs
1.	\$	\$
2.	\$	\$
3.	\$	\$
4.	\$	\$
5.	\$	\$
6.	\$	\$
7.	\$	\$
8.	\$	\$
9.	\$	\$
Total Expenses	\$	\$
Amount Requested from the City of Sunnyvale	\$	

Other Sources of Support

Volunteer Hours (valued at \$24.75/hour, per <i>independentsector.org</i>)	\$
Donated Materials/Services (food, supplies, equipment)	\$
Other Funding Received (other grants, collected dues, donations)	\$
Other	\$
Other	\$
Total Neighborhood Association Contribution	\$



Thank you for completing your application for the Neighborhood Grant Program!